

'Stem Cells ... The Promise of Skin Rejuvenation,' European 'Mystery Cream' Amatokin From Voss Laboratories Finally Hits U.S. Market

NEW YORK, April 12 -- Ever since the rumor about a stem cell-based mystery skin cream first raised its head in early 2005 (see <http://www.amatokin.com/rumors>), Amatokin quickly became the most controversial and most sought-after anti-aging cream in the world. Savvy consumers across Europe and America were desperately seeking Amatokin. And as you might expect, U.S. retailers were clamoring to be the first to bring Amatokin to America.

Today, Voss Laboratories(TM), Amatokin's maker, announced that Bloomingdale's will launch the product exclusively in mid-April 2007.

"Bloomingdale's convinced Voss Laboratories they were the leaders in skin-care innovation," explained Heather Hurst, spokesperson for Voss Laboratories. "They were one of the first to carry StriVectin®, the stretch-mark cream tuned anti-wrinkle phenomenon, as well as Lumedia™ Facial Brightener. Once again Bloomingdale's is on the cutting edge with the launch of Amatokin."

"Bloomingdale's is very pleased to be the first to introduce Amatokin in the United States," explains Howard A Kreitzman, Vice President & DMM Cosmetics & Fragrances for Bloomingdale's. "Amatokin is a product we believe will find many fans among our clients. Initially, it will only be available in our New York store, due to limited supply. Over the next few weeks, all Bloomingdale's stores will have Amatokin."

The Amatokin Controversy Continues

"Controversy is nothing new for Amatokin," said Ms Hurst. "At one point it looked as if Amatokin would remain underground and never be launched. The product was such a hot point of contention that we simply did not want to be part of a needlessly bitter debate."

The continuing debate surrounding Amatokin is two-fold. First, some scientists believe the use of stem-cell technology for a skin cream intended to make people look younger -- what they assert is nothing more than mere 'vanity' -- trivializes important medical research; second, there's the confusion about Amatokin's exploitation of endogenous (from one's own skin), adult stem cells rather than exogenous stem cells (harvested from outside sources).

(NOTE: While the public debate rages about the use of stem cells from fertilized human eggs, most people don't realize that human skin is the largest repository of stem cells in the body. Don't believe it? Check the National Institute of Health's database on stem cell research at <http://stemcells.nih.gov/info/scireport>.)

Amatokin, Stem Cells and the Promise of Youth

"Amatokin activates the potential of our inherent, adult stem-cell reservoirs in skin to help rejuvenate the skin," says Richard Wells, Ph.D. and R&D specialist for Voss Laboratories. "In so doing, Amatokin provides the consumer with a serious anti-aging topical cosmetic that comes with 15 years of scientific research, including extensive laboratory and clinical data."

Dr. Wells continues: "Everyday our skin suffers the incremental and cumulative effects of genetic aging and environmental damage. As we age, stem-cell utilization for rejuvenation of aged or damaged skin functions less efficiently until, with age, stem-cell utilization becomes significantly reduced. However, even when reduced, age and damage cannot diminish the potential that nature has given us to utilize these inherent stem-cell reservoirs for rejuvenation ... given the proper environment. To my knowledge, Amatokin is unlike any other cosmetic skin cream ever made available to the general public."

Amatokin is the first product to highlight the expression of stem cell markers in the skin to reduce the appearance of serious wrinkles. Finally, a real, non-invasive breakthrough in skin care that doesn't involve needles, injections, peels or a visit to the doctor's office. Amatokin could really be "a miracle in a bottle."

Finally, Amatokin is available in the United States ... and it arrives as the most sought-after skin care formula to hit the anti-wrinkle, anti-aging market in more than three decades.